

Substitute for form 1449/PTO			Complete If Known		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)			Application Number	10/748,759	
			Filing Date	December 30, 2003	
			First Named Inventor	SCHOLL, Nathaniel Blake	
			Art Unit	3622	
			Examiner Name	RETTA, YEHDEGA	
Sheet	1	of	2	Attorney Docket Number	026014-002300US

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number <small>Number Kind Code³ (If known)</small>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/YR/	1	US-2004/0088241 A1	05-06-2004	Rebane et al.	
/YR/	2	US-2005/0097024 A1	05-05-2005	Rainey	
/YR/	3	US-2006/0120311 A1	06-02-2006	Thrall	
/YR/	4	US-5,815,109 A	03-25-1997	Edor	
/YR/	5	US-7,346,839 B2	03-18-2008	Acharya et al.	
/YR/	6	US-7,383,264 B2	04-22-2008	Skinner	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document <small>Country Code³ Number⁴ Kind Code⁵ (If known)</small>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
						<input type="checkbox"/>

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/YR/	7	CHARLWOOD, W., "AdWords bld price; Facts about AdSense.com - Publishers and Advertisers; Vickrey auctions and AdWords; Vickrey Second Price Auctions," located at <http://www.factsaboutadsense.com/vickrey.htm>, last accessed on February 24, 2009, 6 pages.	<input type="checkbox"/>
/YR/	8	LEE, K., "Overture's Auto Bid Shifts the Gap," DMNews, Did-it.com, August 22, 2002, located at <http://www.dmnews.com/Overtures-Auto-Bid-Shifts-the-Gap/article/78443>, last accessed on February 25, 2009, 5 pages.	<input type="checkbox"/>
/YR/	9	SEDA, C., "Perfecting Paid Search Engine Listings-Search," Engine Watch (SEW) SearchEngineWatch.com, October 17, 2002, located at <http://www.searchenginewatch.com/2161001>, last accessed on February 25, 2009, 7 pages.	<input type="checkbox"/>

Examiner Signature	/Yehdega Retta/	Date Considered	12/04/2009
--------------------	-----------------	-----------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Complete if Known			
		Application Number	10/748,759		
		Filing Date	December 30, 2003		
		First Named Inventor	SCHOLL, Nathaniel Blake		
		Art Unit	3822		
		Examiner Name	RETTA, YEHDEGA		
Sheet	2	of	2	Attorney Docket Number	026014-002300US

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/YR/	10	SHERMAN, C., "A Closer Look at Overture's Auto Bid System," October 28, 2002, located at < http://www.searchenginewatch.com/2161071/print >, last accessed on February 25, 2009, 3 pages.	<input type="checkbox"/>
/YR/	11	SUBMIT EXPRESS, "Google reindexes/partners with Ask Jeeves, Overture's Auto Bidding Tool, Teoma Toolbar, FTC," Submit Express Newsletter #56, July 19, 2002, located at < http://www.submitexpress.com/newletters/july_19_02.html >, last accessed on February 25, 2009, 9 pages.	<input type="checkbox"/>

Examiner Signature	/Yehdega Retta/	Date Considered	12/04/2009
--------------------	-----------------	-----------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.